

PEDESTRIAN AND BICYCLE SAFETY

I. PROGRAM OVERVIEW

Pedestrian Safety

In California during 2006, fatal and injury collisions involving a pedestrian accounted for almost 7 percent of the State's fatal and injury collisions. Too often, the victims are children and senior citizens. Targeting those "at-risk" populations has been a challenge and many communities have introduced an array of innovative programs to combat the continuing disparity in the number of pedestrian victims that are children, senior citizens and/or culturally challenged.

Progressive jurisdictions are taking aim at state of the art equipment that would slow the speed of traffic on residential streets, reduce traffic injuries and fatalities and improve the quality of life for everyone involved.

According to the Statewide Integrated Traffic Records System (SWITRS) 2006 provisional data, a total of 13,465 pedestrians were injured and 735 were killed statewide in California in 2005.

- Pedestrians represent 18 percent of all fatalities and 4.9 percent of all injuries.
- 17 percent of all 14,200 pedestrian victims were between the ages of 5-14.
- 10.4 percent of all pedestrian victims were 65 years of age or older.
- The age group most affected by injuries as pedestrians was the 5-14 years of age bracket with a total of 2,390 victims statewide. Among children age 14 and younger who are struck by vehicles, almost eight of ten incidents occur during daylight hours, dawn to dusk. Most child-pedestrian mishaps occur on residential streets within a short distance of the victim's home and/or school.
- The age group most affected by fatalities as pedestrians was the 45-54 years of age bracket with a total of 132 victims statewide (16.7 percent of all fatal pedestrian victims).
- The need to continue the efforts to address pedestrian safety among populations for which English is not their first language is alarming. In some communities, almost 100 percent of the pedestrian victims are non-English speakers. The last census showed a dramatic change in demographics in the last ten years, resulting in an increase in pedestrian population unfamiliar with the rules of the road, signage, and traffic management systems.
- School zones have been identified as danger zones for aggressive driving habits and behaviors. Communities have taken ownership of these areas by partnering with law enforcement, school officials, community based organizations, advocacy groups, parent-teacher associations, engineers and others to increase safety around local schools and decrease the alarming number of children who are killed or injured on their way to and from school.

- Technology geared toward increased pedestrian safety warrants implementation and evaluation. The efficiency of these devices is identified in some of the funded programs. The strategy toward pedestrian safety includes active school zone signs and in-pavement lighted crosswalks.

Bicycle Safety

Following the rules of the roads while riding a bicycle may increase the chances of avoiding traffic collisions with vehicles. Bicycle or safety helmets have been shown to significantly reduce the risk of head and brain injury. In fact, it is estimated that as many as seven out of every eight bicycle related fatalities among children could have been prevented with a bicycle helmet.

In 2006:

- Bicyclists represented 3.7 percent of all fatalities and 3.7 percent of all injuries.
- 21 percent of bicyclists killed and injured were under age 15.
- Adults continued to represent a significant segment of the population “at-risk” for injury in a collision. Environmental issues, health concerns and increased traffic congestion have driven many communities and individuals to emphasize alternative means of commuting. Programs originated by employers, environmental groups, the healthcare community, and others encourage cycling among adults. As a result, it is not uncommon to find more adults riding bicycles.

II. ACTION PLANS

Motor vehicle traffic poses a serious threat to children in neighborhoods, or near schools and parks. In order to achieve a safe environment for bicyclists and pedestrians, efforts need to be made toward the following goals:

- Pedestrians and bicyclists to be aware and cautious of the traffic environment.
- Traffic laws to be complied with by all users.

By changing and improving behaviors, injuries and fatalities resulting from vehicle crashes would decline significantly, raising the level of quality of life, especially in residential areas. Parents have the need to feel at ease with the notion of their children playing outside, walking to and from school and enjoying their neighborhood.

III. TASKS

TASK 1 - PROGRAM DEVELOPMENT AND ADMINISTRATIVE COORDINATION

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of grants within this program area, and the preparation of the 2008 Highway Safety Plan. This task also includes assistance to staff to attend and participate in technology transfer workshops, training sessions, educational meetings, seminars and conferences.

TASK 2 - PEDESTRIAN AND BICYCLE SAFETY PROGRAMS

This task provides funds for grants that target bicycle and pedestrian safety through the school system and local communities. Activities to be conducted for these grants include traffic safety rodeos at schools and community events; traffic safety workshops tailored for targeted audience; helmet distribution programs; bicycle and pedestrian diversion alternatives for cited youth; and increased enforcement around schools. The main goals of these grants are to decrease the number of fatal and injured victims resulting from traffic collisions with bicyclists and/or pedestrians, and to increase public awareness of traffic safety practices for pedestrians, bicyclists and motorists.

Grant #	Fund	Agency	FFY 2008 Funds
PS0607	157	Los Angeles Unified School District	\$0
PS0619	157	Bellflower	\$0
PS0622	157	Santa Cruz County	\$0
PS0624	157	Brentwood	\$16,500
PS0627	157	Berkeley	\$0
PS0635	157	Rancho Cordova	\$0
PS0702	402	Lancaster	\$35,900
PS0705	402	San Francisco	\$227,030
PS0708	402	Pasadena	\$55,126
PS0802	402	Clovis	\$109,480
PS0804	402	Berkeley	\$380,293
PS0805	402	Santa Rosa	\$173,616
PS0807	402	Santa Cruz County	\$201,295
PS0809	402	Baldwin Park	\$155,734
PS0601	406	San Francisco	\$17,003
PS0610	406	Contra Costa County	\$50,814
PS0634	406	Ripon	\$706

TASK 3 - PEDESTRIAN AND BICYCLE SAFETY PROGRAMS FOR POPULATIONS AT RISK

These bicycle and pedestrian safety programs will target populations identified to be at most risk in local communities, including senior drivers and multicultural communities. Activities for these grants include traffic safety rodeos, assemblies, workshops, multilingual public information and awareness efforts, incentives/promotional items, distribution of safety helmets, and selective enforcement.

Grant #	Fund	Agency	FFY 2008 Funds
PS0616	157	CHP	\$0
PS0629	157	Glendale	\$0
PS0707	157	CHP	\$526,969
PS0704	402	CSU, San Diego	\$152,832
PS0803	402	UC, San Diego	172,162
PS0806	402	Los Angeles County	185,823

TASK 4 - COMPREHENSIVE TRAFFIC SAFETY PROGRAMS

These programs exercise multiple approaches in addressing more than one traffic safety need. These include media activity, traffic safety rodeos, educational presentations, and enforcement geared to focus on more than one traffic safety area.

Grant #	Fund	Agency	FFY 2008 Funds
PS0617	157	Norwalk	\$0
PS0706	402	CHP	\$33,487
PS0620	406	Santa Ana Unified School District	\$24,055

TASK 5 - STATEWIDE BICYCLE AND PEDESTRIAN SAFETY PROGRAMS

These programs target the enhancement of bicycle and pedestrian safety throughout the State. These grants can develop teams of transportation professionals to identify pedestrian problems and solutions.

Grant #	Fund	Agency	FFY 2008 Funds
PS0801	402	CHP	\$367,261
PS0808	402	Pleasanton	\$139,494
PS0615	406	CHP	\$0
PS0501	163	Caltrans	\$81,000

TASK 6 - EQUIPMENT PROGRAMS

Programs under this task will provide equipment with the overall goal of reducing the number of fatal and injury collisions involving pedestrians in their jurisdictions. Equipment can include lighted crosswalks, pedestrian countdown signs, flashing beacons, and radar display signs. Equipment funded in this task is for use “off” the federal aid system.

402

PS0701 - SAN DIEGO

FURTHER ENHANCING THE DRIVING ENVIRONMENT USING ELECTRONICS

The County of San Diego intends to improve school pedestrian safety by using new technologies. Drivers will be alerted to pedestrian crossings at two critical locations by warning lights placed in the pavement. The effectiveness of the installations will be measured by the reduction in vehicle speeds approaching crossings. (\$42,000)